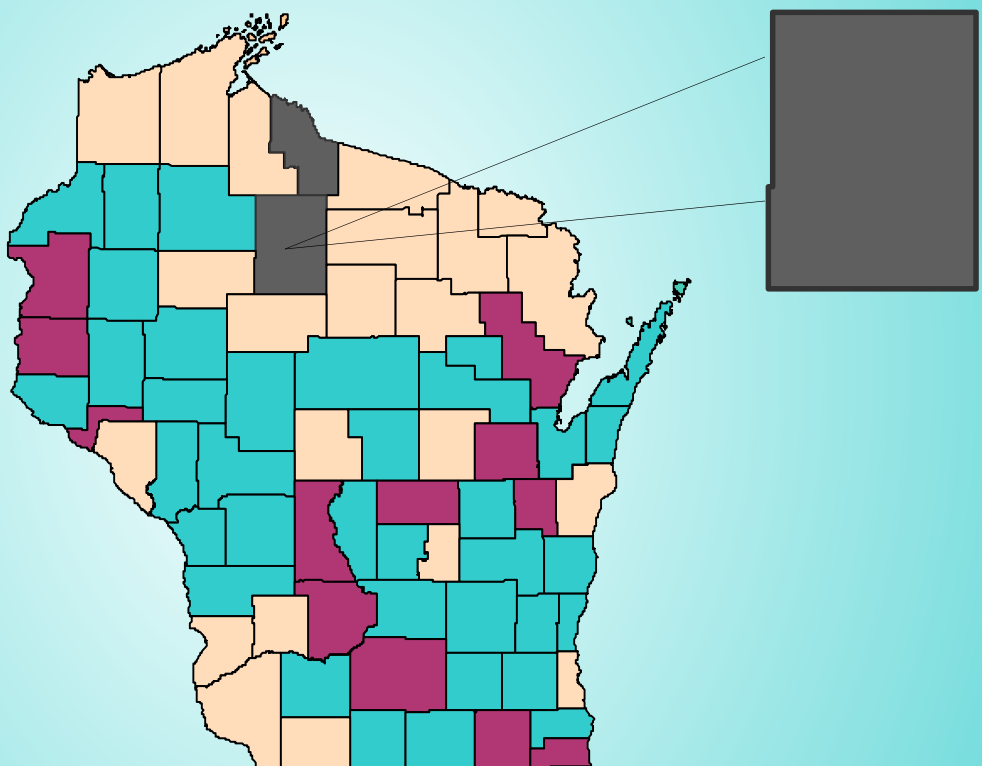


Price County Workforce Profile

Projected population growth from 2000 to 2020



- Greater than 19.1% growth
- Between 9% and 19% growth
- Between 0% and 8.9% growth
- Population decline

Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

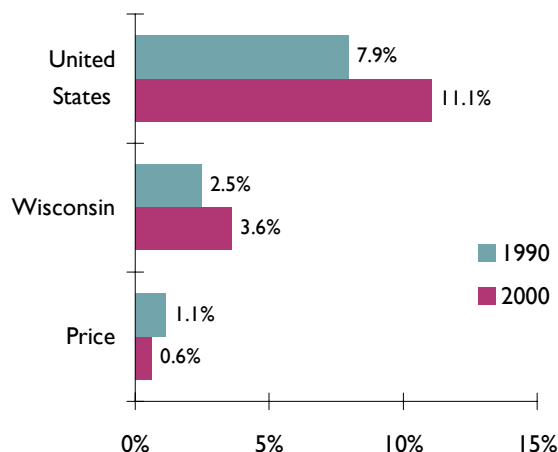
The population increased by 69 individuals in Price County between April 2000 and December 31, 2001 but the percent change of 0.4 percent was less than in both the State of Wisconsin and the nation. Price County, with 1,253 square miles is the sixth largest county in the state but has a population density of only 12.7 residents per square mile, fourth lowest in the state, compared with a population density in the state of 100 residents per square mile.

The increase in population in the county is from individuals moving into the area. There was no increase in population from natural causes even though there were 233 births in the county. The decline of -0.71 percent in population from natural causes was the second worst decline among the state's 72 counties, but the increase from migration of 1.15 percent ranked 45th highest. One reason why there was no increase in population from natural causes is that the median age in Price County in 2000 was 41.7 years, higher than in most Wisconsin counties.

Another reason for fewer births is less ethnic diversity in the county population and fewer foreign-born residents than in other areas of Wisconsin and the United States. In the United States, and to some degree in Wisconsin, an increase in births is linked to non-white populations. Even though the number of births to whites is still the greatest share of all births, that is declining as births to other ethnic groups increase.

Most of the foreign-born residents in Price County

Share of Foreign-born Residents

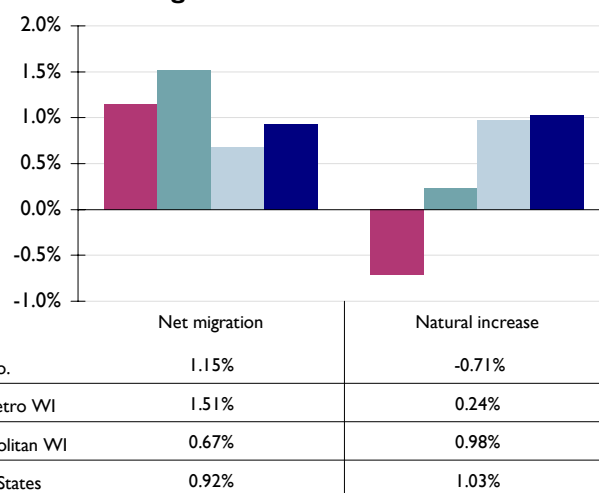


Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Price County	15,822	15,891	0.4%
Largest Municipalities			
Park Falls, City	2,793	2,730	-2.3%
Worcester, Town	1,711	1,721	0.6%
Phillips, City	1,675	1,669	-0.4%
Lake, Town	1,319	1,342	1.7%
Elk, Town	1,183	1,195	1.0%
Fifield, Town	989	996	0.7%
Ogema, Town	882	893	1.2%
Eisenstein, Town	669	676	1.0%
Prentice, Village	626	632	1.0%
Flambeau, Town	535	557	4.1%

Net migration and natural increase



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

were born in European countries, followed by those from Asia and a substantial number from other North American countries. Out of a total foreign-born population in 2000 of 98, 64 moved to the county from foreign country prior to 1980.

In the last decade there were over 1,682 births in Price County, less than the 1,797 residents 0-9 years old living in the county in 2000 (see table on page 2) which means that families with younger children were part of the population increase from migration. How-

(Continued on page 2)

Price County Workforce Profile

Population Projections by Age Groups in Price County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	372	537	615	610	300	373	463	596	680	647	568	429	449	348	335	627
Female	398	490	584	507	273	336	447	577	612	617	524	451	386	388	378	905
2005																
Male	346	387	559	600	450	313	389	484	633	728	685	613	447	421	304	612
Female	331	415	511	536	373	301	363	473	601	636	653	557	454	369	348	905
2010																
Male	362	356	398	543	440	467	325	406	516	682	777	742	645	422	369	587
Female	346	341	428	468	392	407	325	385	495	626	675	696	564	434	330	882
2015																
Male	368	368	363	382	392	452	478	335	429	552	722	836	772	605	367	617
Female	353	352	349	390	340	426	433	343	402	515	662	715	702	537	387	847
2020																
Male	371	371	374	346	274	401	460	489	352	458	586	778	871	723	526	646
Female	354	356	358	317	282	369	451	453	357	418	546	701	719	667	479	875

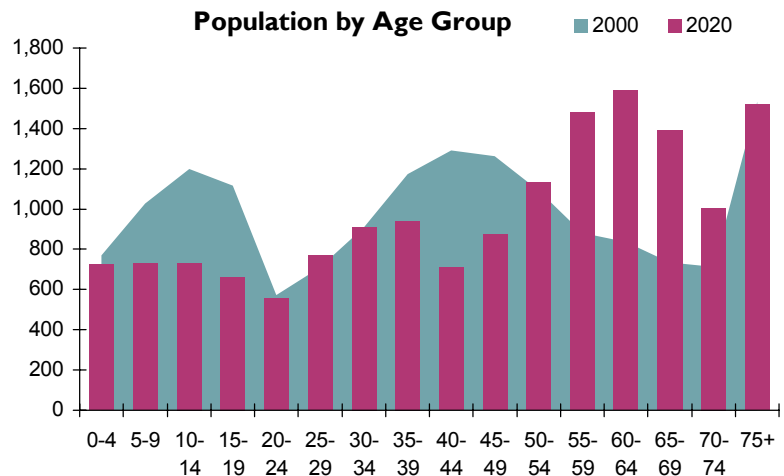
Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

ever, by 2010 the number of residents under ten is projected to decline, the result of fewer births and less in-migration of families.

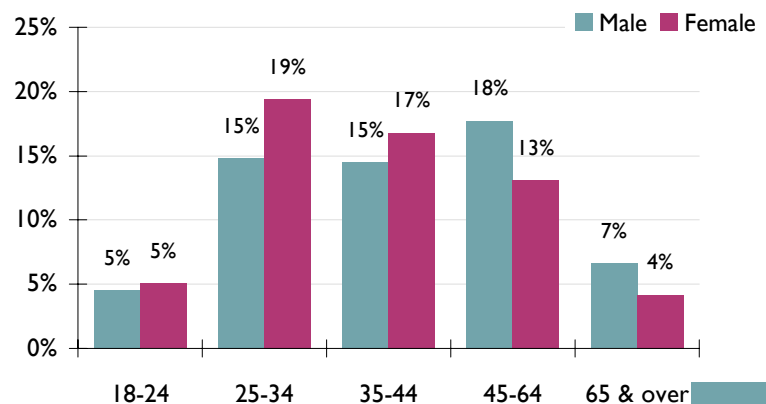
The total population is projected to decline .06 percent to 15,728 by 2020, making Price County one of only two counties in the state projected to loose population. Nearly all of the loss is projected in the population groups under 49 years old.

The graph on the right illustrates some of the dramatic changes that will occur in the county population. Not only will there be more older residents in 2020, but the loss in the younger age groups is significant. The share of residents under 40 years old will shrink from 47 percent of the total population in 2000 to 38 percent in 2020 and the proportion of residents over 60 will increase from 24 to 35 percent. Most of that deficit is the result of fewer births in the late 1990s and early 2000s but there is also the loss of younger people who leave the area once they graduate from high school. The bulge in the background area in the graph for the age groups under 19 does not shift to the right, as it should if the younger population remained in the county.

In some respects, the bottom graph also illustrates the loss of younger residents, especially those who seek post-secondary education. The percent of residents with at least a bachelor's degree is low in Price County. In Wisconsin in the 25-34 year old group 25 percent males and 30 percent females have at least a bachelor's degree.



Percent of age group with at least a Bachelor's degree in Price County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

Once every ten years the census produces labor force demographics that includes labor force participation rates by age groups. The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional population.

The top graph shows that labor force participation rates are highest for the middle age groups and lowest for the older age groups. This is typical in most counties and states and reflects the changing needs and desires of people to work. Younger residents are in school, middle-aged residents have many financial commitments, and older residents are anticipating retirement.

In Wisconsin the LFPR is higher than most other states and may have reached maximum levels. In 2002, the LFPR in Wisconsin of 73 percent was among the five highest in the United States. The overall participation rate in Price County in 2002 was 56.5 percent, much lower than in the state and nation.

The Wisconsin LFPR is higher than in Price County because there is greater participation from most age groups, but especially among the older groups that include so much of the local population. In Wisconsin male and female LFPR among 55-61 year olds are 77 and 65 percent, respectively, and among 62-69 year olds, 37 and 29 percent, respectively. Compare those with the rates in the top chart.

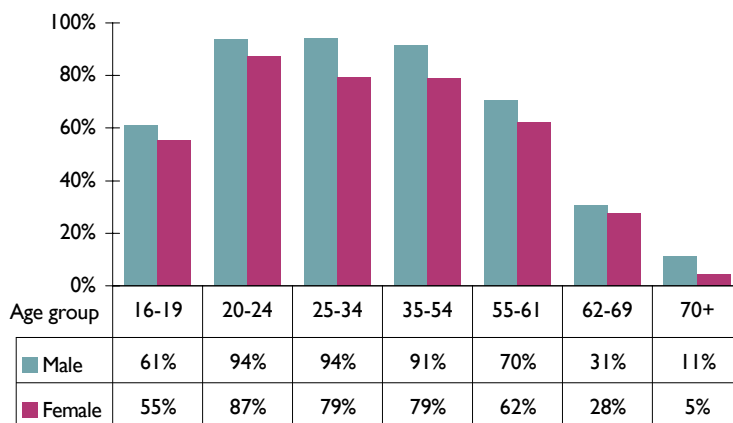
Several possibilities could explain lower participation rates in Price County: the types of jobs require more physical, rather than mental, abilities; residents move to the county to retire, not to work; or, hours and pay of part time jobs are insufficient to entice older workers.

The lower participation rates from older residents become increasingly more significant as a greater number of residents enter those age groups. The labor force projections on the right assume current participation rates by age and sex of the projected population for 2020.

By 2020 the total labor force age population (16 years and older) will increase from 12,600 in 2000 to 13,410 but the share of residents over 55 years old will increase from 37 to 52 percent. Based on these projections the labor force in Price County

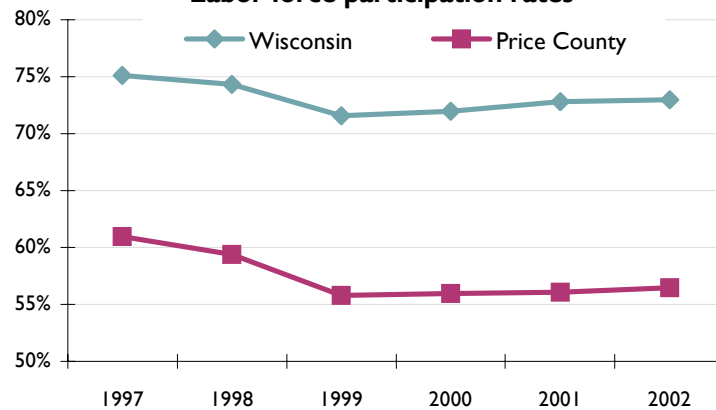
(Continued on page 4)

Price Labor Force Participation by Age & Sex in 2000



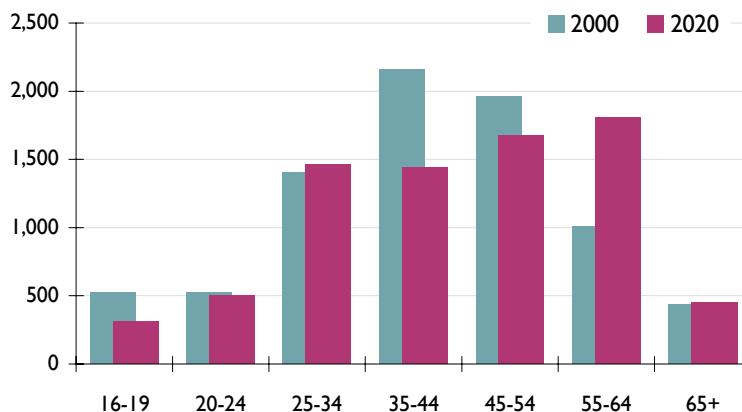
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Price County

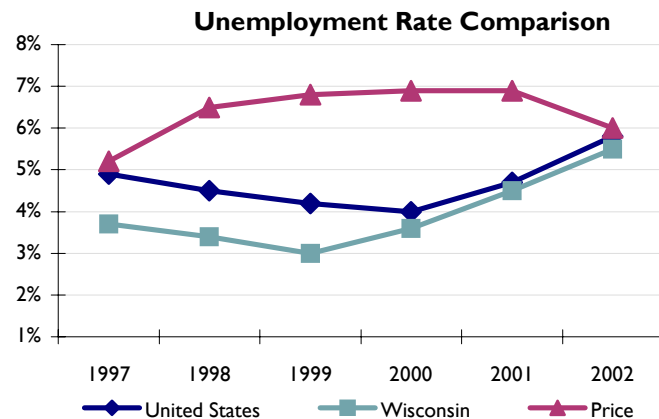


Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Price County Workforce Profile

will decline 3 percent in the next twenty-year period compared to an increase of 11 percent from 1980 to 2000. Increasing the LFPR of the population over 55 years old by five percentage points would add only 350 to the labor force but even that would not help alleviate some of the impending labor shortage.

Of the 7,030 residents who currently participate in the labor force 6,610 are employed and 420 are unemployed. The number of employed is higher than in 1997 but fewer than in the late 1990s when local manufacturers were effected by a decline in exports to Asia.



Price County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	7,661	7,561	6,977	6,969	7,097	7,030
Employed	7,266	7,071	6,500	6,490	6,605	6,609
Unemployed	395	490	477	479	492	421
Unemployment Rate	5.2%	6.5%	6.8%	6.9%	6.9%	6.0%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Price County is in the northwest region of the state and the list of jobs on the right is representative of the jobs in the county.

The greatest demand for workers is in the occupations on the 'Most Openings' list. This list includes many occupations considered as first-time, or temporary, jobs that workers often leave as other opportunities open up. Turn-over is high and wages are low. There are a few exceptions on the list: registered nurses, truck drivers, and general managers. All three require a greater degree of education and the wage scales also reflect this.

The 'Fastest Growth' occupations are often referred to as hot jobs, with more training requirements and better wages. In Northwest Wisconsin, however, even the fastest growth occupations include many that require only short-term training. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from 5 to 10 jobs increased 100 percent whereas an occupation that changes from 2,000 to 2,200 jobs increased only 10 percent.

Northwest Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$15.50
	Personal and Home Care Aides	1-month or less training	\$8.13
	Home Health Aides	1-month or less training	\$8.95
	Social/Human Service Assts	1-12 mo. on-the-job training	\$12.72
	Hotel/Motel/Resort Desk Clerks	1-month or less training	\$7.94
	Security Guards/Gaming Surv Offcrs	1-month or less training	NA
	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.47
	Emergency Med Techs/Paramedics	Postsecondary voc. trng	\$9.82
	Tchrs/Prim/Sec/Adult/All Other	Bachelor's degree	\$10.19
	Fitness Trainers/Aerobics Instruct	Postsecondary voc. trng	\$7.54
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.47
	Cashiers	1-month or less training	\$7.09
	Waiters/Waitresses	1-month or less training	\$7.38
	Retail Salespersons	1-month or less training	\$8.23
	Registered Nurses	Bachelor's degree	\$20.27
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.27
	Bartenders	1-month or less training	\$6.65
	Maids/Housekpng Cleaners	1-month or less training	\$7.76
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$15.61
	General and Operations Mgrs	Work experience & degree	\$26.89

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001
Northwest WDA includes Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor and Washburn counties.

Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

The 'county-to-county worker flow' files, also known as county commuting patterns, are one of the most anticipated data sets released by census. It is a key piece of information when profiling the workforce in a local community. In Wisconsin, commuting patterns for are also available every ten years from the census and were released in

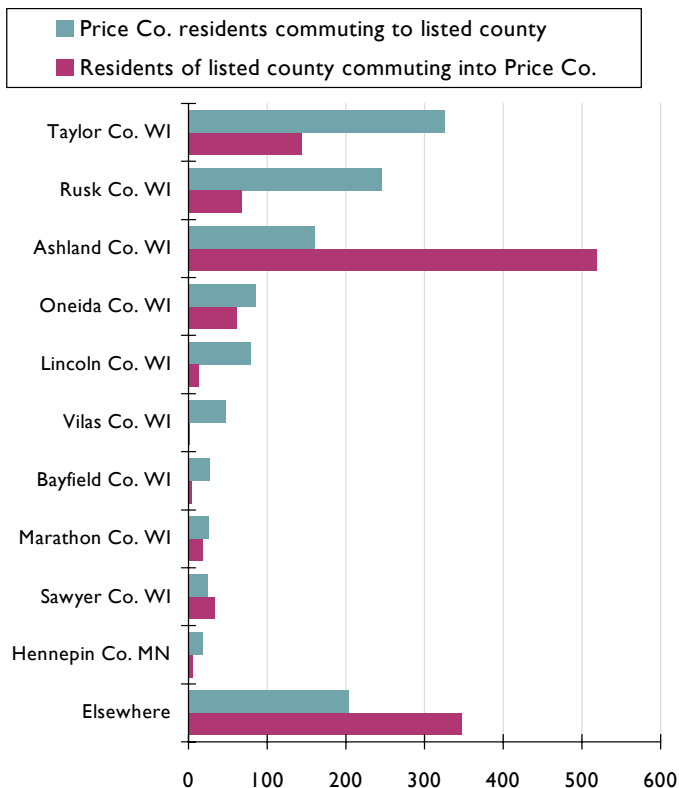
April 2003.

In Price County, 1,244 residents, 17 percent of the workers who live in the county, traveled out of the county for a job. One in every four workers who left the county headed for destinations in Taylor County, especially to employers in the City of Medford. The traffic flows in both directions

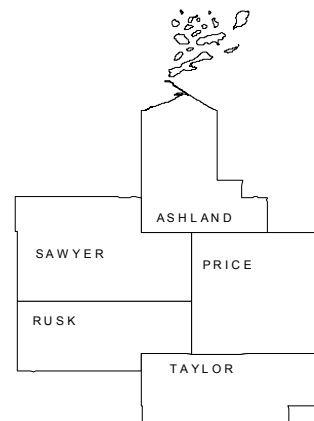
between Price and Taylor counties but for every two workers that drive to Taylor County for a job, only one Taylor County worker commutes into Price County. The most popular destination for workers from Taylor County is the Village of Prentice.

However, nearly half of the 1,220 workers that commute from surrounding communities to the jobs in Price County travel from Ashland County. Most of them live in southern Ashland County and are headed to employers in the City of Park Falls. These workers, as well as workers from other neighboring counties, are very important to the employers in Price County and the number has increased from 755 in 1990.

Overall, the county attracts nearly as many workers as it loses but the county residents that find work in other counties don't travel far. Nearly 80 percent of workers that leave the county travel to a neighboring county. Residents who travel outside of Price County for a job are still included among the employed in the local labor force.



	Price Co. residents commuting to listed county	Residents of listed county commuting into Price Co.	Net gain or loss of workers
Taylor Co. WI	326	144	-182
Rusk Co. WI	246	68	-178
Ashland Co. WI	161	519	358
Oneida Co. WI	85	62	-23
Lincoln Co. WI	79	14	-65
Vilas Co. WI	47	2	-45
Bayfield Co. WI	27	5	-22
Marathon Co. WI	26	18	-8
Sawyer Co. WI	25	33	8
Hennepin Co. MN	19	6	-13
Elsewhere	203	348	145

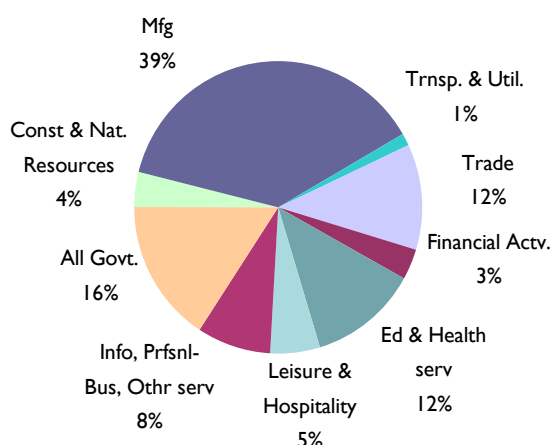


Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

Industry Employment - Introducing NAICS (North American Industry Classification System)

In 2003 the industry coding system for employers, used to publish employment estimates, changed from the Standard Industrial Classification (SIC) to the North American Industry Classification System (NAICS). The transition from SIC, used for the last seventy years, to NAICS began in 1997 with the Economic Census. However, the monthly Current Employment Statistics program, responsible for the monthly nonfarm wage and salary employment estimates for counties, initiated the change with the revision of 2002 estimates.

Price County Industry Distribution: 2002



Because NAICS is so different, revisions to earlier years' estimates are difficult and do not appear in this publication. Estimates for 1990 to 2001 have been published for states and metropolitan areas.

Some of the changes to the Price County employment picture in 2002 are visible in the table below (SIC distribution uses unrevised estimates). Employment in manufacturing declined from 40 percent under SIC to 38 percent using NAICS. Logging jobs were transferred from manufacturing to natural resources. Another reassignment occurred as jobs in printing and publishing, especially those with media, were transferred to the new information sector.

Information includes jobs not only from printing and publishing but also many of the communication jobs that were previously grouped with transportation. Transportation is part of a new super-sector that also includes warehousing and utilities.

Wholesale and retail trade jobs declined to 12 percent of total employment in NAICS from 18 percent. The primary reason is that restaurants, food service companies and bars were moved to a new NAICS sector of leisure and hospitality. Hotels and lodging facilities are also a part of this new sector, making it easier to monitor changes in tourist related businesses. It will also be much easier to monitor the rapidly expanding health services sector,

(Continued on page 7)

2002 Industry Employment in Price County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	256	4%	Construction & Mining	3%
Manufacturing	2,474	38%	Manufacturing	40%
Transportation, warehousing & utilities	91	1%	Transportation, utilities & communication	2%
Trade (wholesale & retail)	755	12%	Wholesale trade	2%
			Retail trade	16%
Financial activities	215	3%	Finance, insurance & real estate	3%
Information, professional & business services, other services	547	8%	Services & misc (incl. agr, forestry, fishing)	18%
Education and health services	808	12%	Government	15%
Leisure & hospitality	354	5%		
Government	1,031	16%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Price County Workforce Profile

grouped with private education in the monthly estimates. Most education jobs are included in the public sector in the monthly estimates.

The lists of top ten industries and employers in Price County uses the North American Industry Classification System. In this list all private and public education were grouped together making it the third largest industry sector in the county but two

manufacturing industries out-rank it and two more appear directly after it. Together the largest industry sectors provide over half of all the jobs in the county while the ten largest employers provide one in every three jobs.

The larger manufacturing firms dominate the list of largest employers in spite of reductions in the late 1990s.

Top 10 Industry Groups in Price County

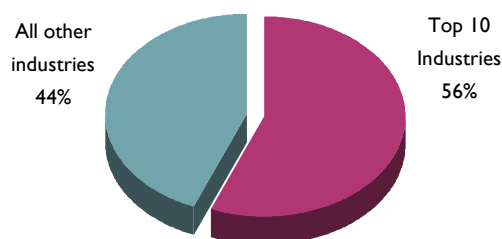
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Machinery Manufacturing	9	687	66
Wood Product Manufacturing	12	594	-19
Educational Services	4	484	-2
Plastics & Rubber Products Manufacturing	*	*	*
Paper Manufacturing	*	*	*
Nursing and Residential Care Facilities	3	335	-3
Food Services and Drinking Places	29	275	30
Food And Beverage Stores	9	218	-38
Ambulatory Health Care Services	15	175	-3
Motor Vehicle and Parts Dealers	9	170	86

*data suppressed to maintain confidentiality

Top 10 Employers in Price County

Company	Product or Service	Size
Marquip LLC	Paper industry machinery manufacturing	250-499
Phillips Plastics Corp.	All other plastics product manufacturing	250-499
Fraser Papers, Inc.	Paper (except newsprint) mills	250-499
School District of Phillips	Elementary & secondary schools	100-249
Weather Shield, Inc.	Wood window and door manufacturing	100-249
Flambeau Hospital, Inc.	Home health care services	100-249
County of Price	Executive & legislative offices, combined	100-249
Park Falls Public School	Elementary & secondary schools	100-249
Park Manor Ltd.	Nursing care facilities	100-249
Blount, Inc.	Construction machinery manufacturing	100-249

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Price County Workforce Profile

The bottom graph emphasizes the strong presence of manufacturing employers in Price County. Roughly 38 percent of all jobs in the county and 50 percent of total payroll is from this sector. The annual average wage for manufacturing workers in 2002 was \$33,906 which is only 84 percent of the average wage for similar workers statewide.

The average wage for all workers in Price County of \$25,970 increased 3.7 percent from the 2001 average of \$25,041. Statewide the average wage rose 2.7 percent in 2002.

Even though NAICS provides a better picture of wages in the new sectors, there are still details on part time jobs and temporary employment missing that are key components of annual average wages.

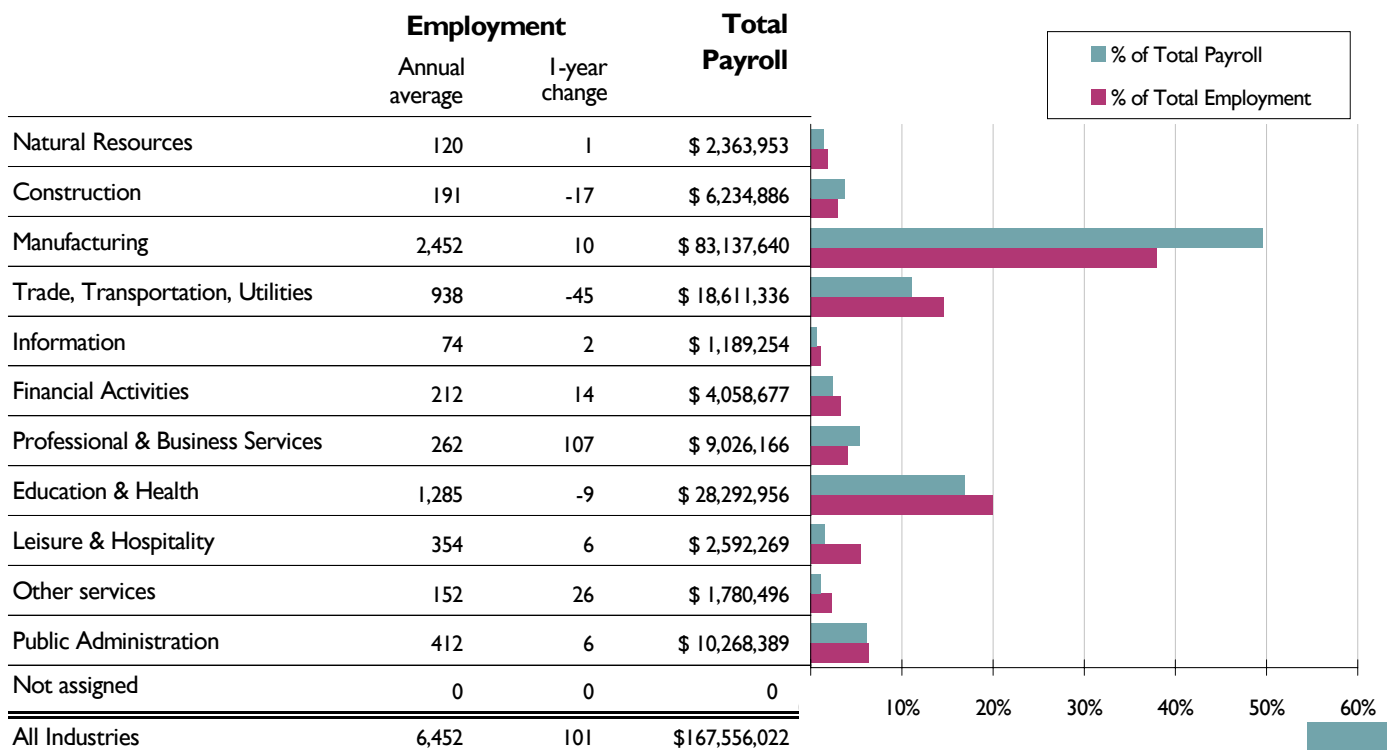
Average Annual Wage by Industry Division in 2002

	Average Annual Wage Wisconsin	Price County	Percent of Wisconsin	1-year % change
All Industries	\$ 32,422	\$ 25,970	80%	3.7%
Natural resources	\$ 25,481	\$ 19,700	77%	15.3%
Construction	\$ 39,649	\$ 32,643	82%	3.7%
Manufacturing	\$ 40,584	\$ 33,906	84%	1.7%
Trade, Transportation, Utilities	\$ 28,422	\$ 19,842	70%	6.4%
Information	\$ 38,871	\$ 16,071	41%	-7.9%
Financial activities	\$ 40,337	\$ 19,145	47%	6.0%
Professional & Business Services	\$ 36,324	\$ 34,451	95%	16.5%
Education & Health	\$ 33,768	\$ 22,018	65%	4.0%
Leisure & Hospitality	\$ 11,837	\$ 7,323	62%	-1.3%
Other services	\$ 19,500	\$ 11,714	60%	9.3%
Public Administration	\$ 33,769	\$ 24,923	74%	1.5%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

Census 2000 revealed that 24 percent of the workforce works part time and 22.4 percent works less than 40 weeks per year. In Wisconsin 24.1 percent work part time and 19.5 percent work less than 40 weeks per year.

2002 Employment and Wage Distribution by Industry in Price County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Net earnings from jobs both in and out of the county, self-employment, and proprietorships, comprise the greatest share of total personal income in Price County. Even though net earnings comprise 55.3 percent of total county income that is less than both the state and national share of 66.7 and 67.6 percent, respectively. That's because the share of transfer payments, which include social security, is higher in Price County.

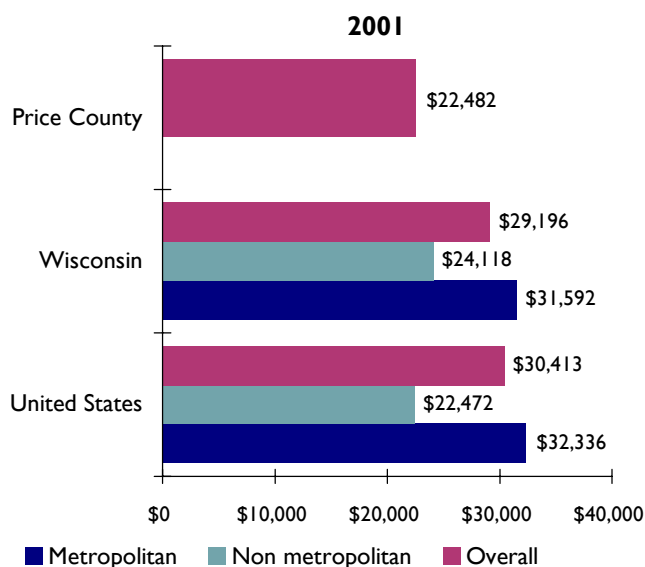
The higher share of transfer payments, plus an annual average wage that is much lower than in the

state, contribute to a lower per capita personal income in the county. The gap closes a bit if you compare Price County only to other non-metropolitan counties. Non-metropolitan wages are lower primarily because the jobs available in metro areas are in occupations that demand higher wages and the competition for workers drives up wages.

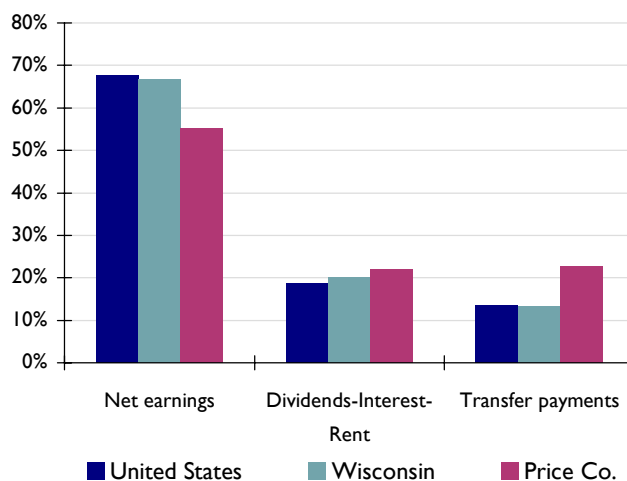
The Price County PCPI of \$22,482 in 2001 was 74 percent of the national PCPI and 77 percent of the state. It ranked 45th among the 72 counties in Wisconsin.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Price County	\$19,189	\$20,656	\$21,366	\$21,347	\$21,594	\$22,482	4.1%	17.2%



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

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